



CHATTANOOGA
DESIGN STUDIO

Year-End Review

Statement of Program Service Accomplishments

Prepared by:

Buck Gentry
Buck Gentry
Chief Financial Officer (CFO2Biz)

Eric Myers
Eric Myers
Executive Director

thank you

A Conversation on Improving Places for People

November 18th | The Camp House
Doors open at 5:30p, Conversation 6 -7p

02.02.2020

This year, we leaned in on our mission to educate the community about, advocate for, and facilitate quality urban design. We utilized our growing partnerships and collaborations to provide projects and programs that improve the quality of life for all Chattanoogaans. And most importantly, we explored ways to work deeper WITH the community to plan, design and build a future together.

We continue to educate our community about the benefits of urban design through CIVIQ, our quarterly speaker series that humanizes national trends and topics surrounding cities. Film Friday offers the studio a chance to learn from people in our community about their perception of city change and urban design. And we continue to foster a year-round internship program, offering bright young minds and immersive experience in the field of urban design.

This year we enhanced our on-line design resource for neighborhood infill and preservation - mychatthouse.com. This site advocates for neighborly design principles that can help restore and protect the unique character of our urban neighborhoods.

And we also assisted heavily in the planning and design of significant public space improvements. Our partnerships have helped place urban design principles into the future planning of public space within the City Center, Riverfront, and South Broad District. And last but not least we have embarked upon a novel process for improving the public realm, by prototyping and testing changes that directly improve human comfort and enjoyment. We look forward to continuing more of this work WITH everyone and measuring our success WITH you moving forward.



Eric Myers, Executive Director



CHATTANOOGA
DESIGN STUDIO

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organization



The mission of the Chattanooga Design Studio is to enhance Chattanooga's quality of life by educating the community about, advocating for and facilitating excellent urban design.

Chattanooga will be internationally recognized and celebrated as an outstanding example of collaborative and effective urban design.

Organization:

The 2019 Studio staff was as follows:

- Eric Myers, Executive Director
- Lindsey Willke, Urban Design Coordinator
- Sally Morrow / Beverly Bell, Urban Designer
- Terese Cole / Tina Vance, Community Outreach Administrator

Fond Farewell

In 2019 we also said farewell to some of the initial staff of the Studio.

Sally Morrow was the Urban Designer and resigned to be closer to family on the West coast. During her time at the Studio, Sally coordinated CIVIQ, our quarterly speaker series. She also aided in conceptual design and planning for several projects such as: 26th Street multi-modal connector, a University Greenway Feasibility Study, two-way street conversions, and so many other urban design contributions. In addition, Sally began a program that we adopted from Chris Glass in Cincinnati, called Photo Scouting. Sally will be missed for her dedicated professionalism, her community empathy, and her gracious smile.



Teresa Cole was the first Community Outreach Administrator at the Studio and resigned to find greater ability to affect change for the lives of the poor and in particular people of color. One of Teresa's memorable contributions was her co-organizing 'Park(ing) Day' celebrating Chattanooga's 11th annual hosting of the global event. During her time at the Studio, Teresa curated Film Friday events and provided communications on social media for all of the programs and happenings of the Studio. Teresa also enjoyed photographing Chattanooga to share on social media platforms in order to advocate for urban design principles.



We wish them both all the best.


City R+D

PUBLIC REALM ACTION PLAN

The Innovation District Framework Plan of 2018 set forth the values of the District and four broad strategies to pursue on their behalf. One of the core strategies identified is improvements to the public realm. The Studio engaged Gehl Studio to help create a baseline Public Space Public Life Survey in fall of 2018. The study can help identify how public spaces are supporting public life in the District, how to address challenges and opportunities for growing public life, and how to set target outcomes for public life in the future. From the data collected, Chattanooga Design Studio was prepared to form a partnership with The Enterprise Center and in collaboration with Gehl Studio and local stakeholders to prepare a Public Realm Action Plan for the Innovation District.

PSPL KEY TAKEAWAYS 02

**Bus stops are
the heartbeat of
everyday activity**

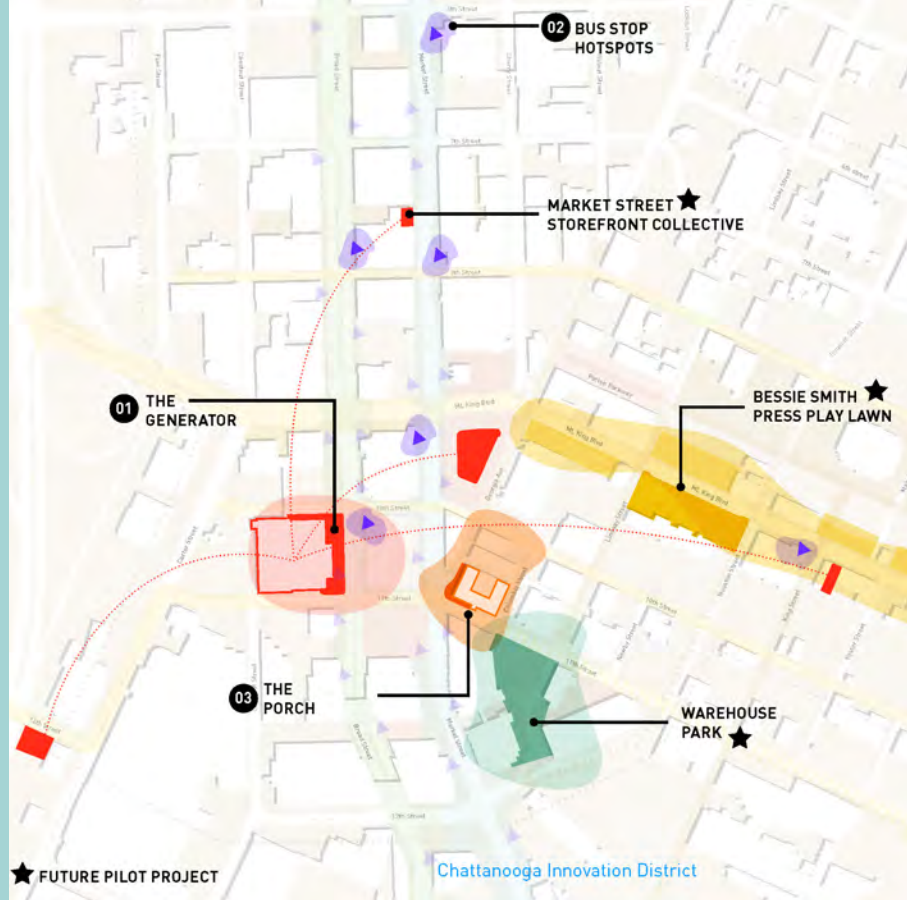


Chattanooga Innovation District **PUBLIC REALM ACTION PLAN**

More than just “The Gig”, innovation needs to be experienced, seen, and supported by a deeper search for public realm improvements that create sense of place in Chattanooga.

This Plan creates a new way for our community to identify challenges and opportunities for growing public life and to set target public life outcomes for future phases of physical improvements, informed by evidence and prototyped quickly on the ground. Specifically, the Plan identifies six potential pilot projects to build momentum in the district with people-first placemaking as the foundation. The Studio began work on three primary “hot-spots” that were identified as ripe for piloting experimentation. A way to develop more creative confidence in more Chattanoogaans from all walks of life.

“Chattanooga’s Innovation District is a mindset activated from the ground up. It’s the collective spirit and energy for creating, tinkering, DIY’ing and participating in the life of a city made by its people — innovation made by Chattanoogaans, for all Chattanoogaans.”



Examples of edge seating that can accommodate small groups and gatherings in Vancouver, Canada



Example of edge seating that is comfortable to relax and spend time in Philadelphia, PA

The Porch is composed of a series of seven spaces—or zones—to accommodate a range of activities and group sizes throughout the day



City R+D (cont.)

THE PATTEN PORCH

One of the distinct recommendations from the Public Realm Action Plan was to zero in on a few quick pilot projects that could help envision improvements to certain space in the City Center. Working alongside and collaboratively with Community Partners, including YMCA of Metropolitan Chattanooga, The Enterprise Center, Chattanooga Public Library and Chattanooga Department of Transportation; were awarded Degree and Blue Zones' Made to Move Grant.

Chattanooga Design Studio led a process to help a local committee select a multidisciplinary design team to lead the design process and oversee implementation of a pilot project at Patten Towers including adjacent sidewalks and streets. The selected team for The Porch, Genesis the Greykid and W.M. Whitaker & Associates (WMWA) led and provided recommendation and strategies to receive resident and community input in order to inform final implementation of the pilot project.



Engagement Summary Patten Towers Public Space



City R+D

PATTEN SQUARE

Patten Parkway formerly served as Chattanooga's Market Square, the city's first farmers market and former City Hall location along with the site of the original Coca-Cola Bottling facility. Chattanooga Design Studio partnered with The RiverCity Company, the Chattanooga Department of Transportation (CDOT), to collaborate and lead a design effort. The consulting design team of W.M. Whitaker & Associates (WMWA) and Asa (Ay-sah) Engineering & Consulting, Inc. prepared the full design documents.

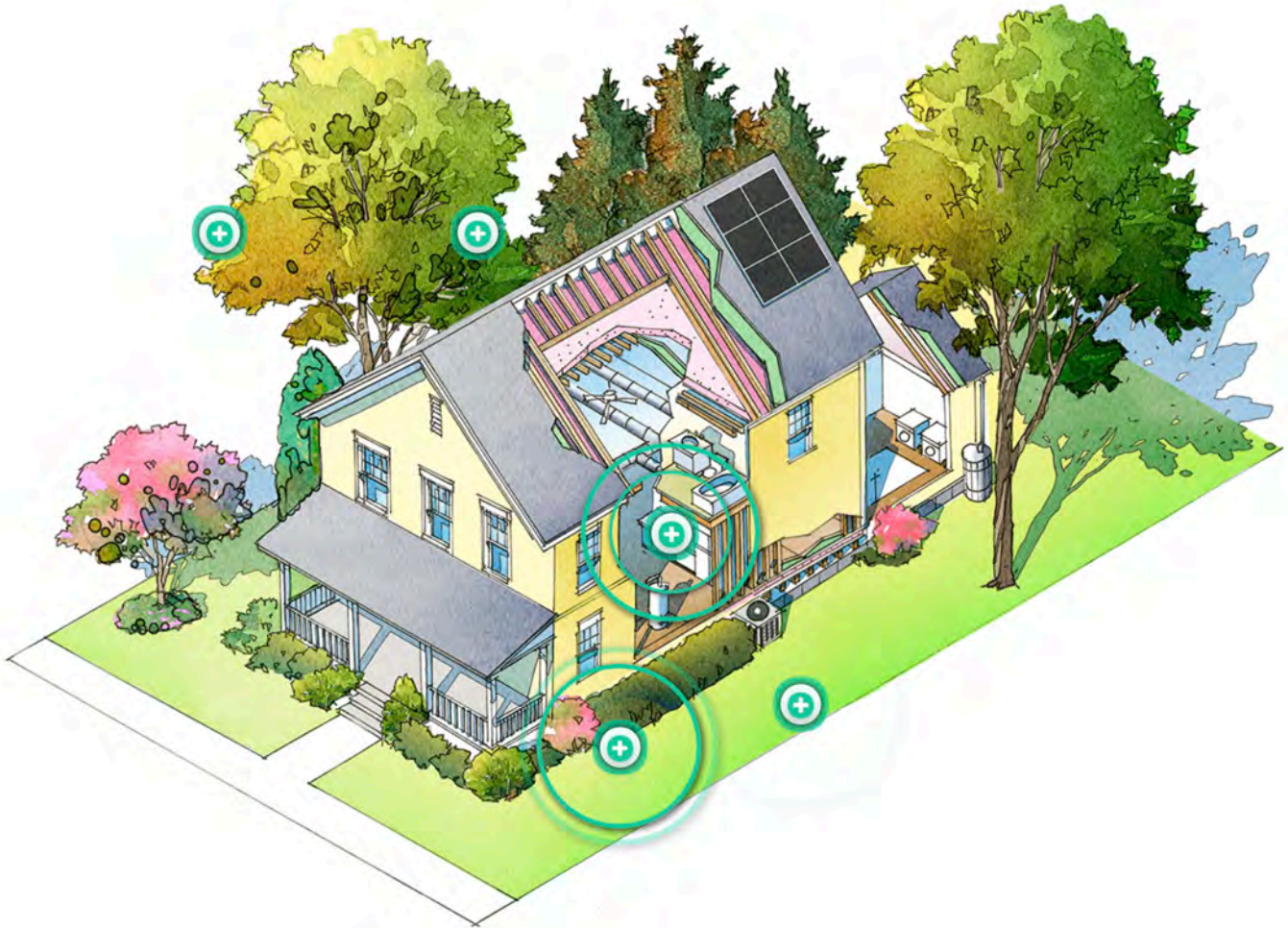
The design dramatically reallocates space to people and consolidates vehicular traffic and parking. The space will be more like a square again with quality paver surface and enough space for programming of festivals, concerts, and other special events. The project was bid under budget in March, accepted by the City of Chattanooga in July, and work began in August.. The \$5 million dollar improvement project is collaboratively funded by 70% City Capital Funding and the remainder in private Donations. We look forward to this public space being fully completed in the summer of 2020.





My Resource Efficient Home

My Chattanooga home shouldn't be drafty and uncomfortable. My home should make the most of my dollars while keeping me and my family life running smoothly. Managing my energy efficiently not only helps my budget, but also our environment. The average electric bill in Chattanooga is between \$4-5 a day, but with the tips on this page, I can save money and reduce my environmental impact. Whether I rent or own, I can learn how to keep my Chattanooga home comfy and healthy all year round and keep money in my pocket in the process.



NEIGHBORHOOD PATTERN GUIDE myCHAttHouse.com

The Studio's on-line Neighborhood Pattern Guide called myCHAttHouse.com received some enhancements in 2019. In May the Studio partnered with greenspaces and EPB to create a new page which would include information about energy efficiency of homes in Chattanooga. The page has six hot spots that link to downloadable materials that include low-cost, simple, tips and strategies that a homeowner or renter can do to save energy. The content is delivered in the very personal manner that the entire website delivers. The downloads include contacts to evaluate the home's energy efficiency, building envelope strategies, heating and air efficiency, conserving water, conserving energy with appliances, and utilizing the advantages of solar power.

In addition to these edits, the Studio added thirteen new downloadable home plans to the site. These homes were the simple vernacular homes that fit the size and configuration that many homeowners are seeking. The designs include several from Frank Greene, who designed homes for Chattanooga Neighborhood Enterprise.

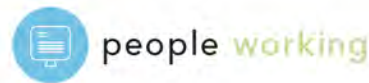
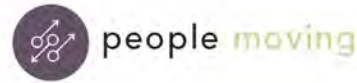
City R+D (cont.)

CITYSCAPES III

CityScapes Volume 3 continues our investigation into the history, present understanding and potential future of our shared public realm. This study analyzes the histories, identities, and strengths of our downtown and adjacent urban neighborhoods to better understand their connectivity and unique qualities. We hope you enjoy this volume of CityScapes and it's look at our way of life through our public realm.

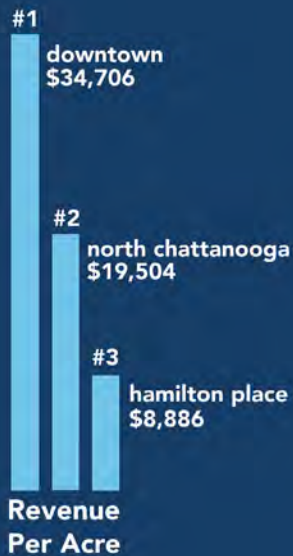
<https://www.chattanoogaastudio.com/projects>

In our city center there are:



why downtown?

Chattanooga's downtown is becoming increasingly important to Hamilton County's economic impact.



EDUCATION

Hamilton County (2009)



Hamilton County (2017)



Downtown (2009)



Downtown (2017)



18% decrease on individuals with only High School Diploma

22% increase on individuals with college education

our population growth & our history



- 1770s**: Members of the Cherokee Tribe settle in the Chattanooga region.
- 1815**: John Ross builds a trading post, known as Ross's Landing, incorporated as the City of Chattanooga.
- 1838**: Cherokee forcibly removed in the Trail of Tears.
- 1839**: Ross's Landing incorporated as the City of Chattanooga.
- 1850s**: New railroads encourage city growth.
- 1860s**: Civil War widens state development across the region.
- 1865**: Howard School established, the city's first public school.
- 1867**: Massive flooding destroys city infrastructure.
- 1886**: Establishment of Chattanooga University (now UTC).
- 1890s**: Coca-Cola gives Chattanooga businessmen bidding rights to their products.
- 1899**: Establishment of Erlanger Hospital.
- 1906**: Ed Johnson lynched on the Walnut Street Bridge.
- 1908**: Terminal Station completed.
- 1930s**: The Great Depression increases unemployment.
- 1930s**: Establishment of TVA.
- 1940s**: WWII increases manufacturing in Chattanooga once again.
- 1958**: Construction begins on I-24, displacing hundreds of families.
- 1960s**: Chattanooga Civil Rights Movement.
- 1970**: Population increased by 50,000 by annexation of existing residential areas.
- 1981**: Five Nights opened purpose of redefining the social fabric of the city.
- 1981**: East Ninth Street is renamed Martin Luther King Jr. Boulevard.
- 1989**: First section of Tennessee Riverwalk opens.
- 1992-1993**: Aquarium opens, and Walnut Street Bridge reopens to public.
- 1999**: Coolidge Park opens.
- 2008**: Volkswagen chose Chattanooga as site for new plant.
- 2010**: Launch of EPB fiber optic network.
- 2017**: Best population growth rate among Tennessee's 4 largest cities.

City Institute

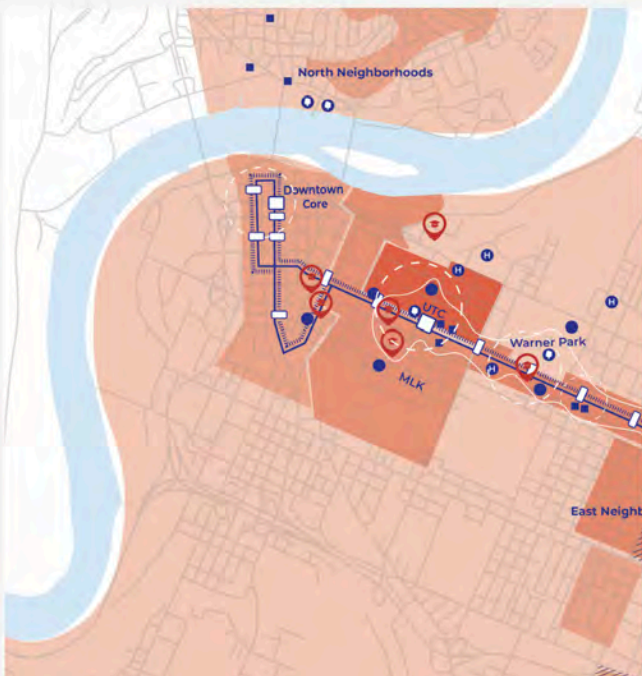
URBAN DESIGN / ART FELLOW PROGRAM

MOBILITY IN THE CITY

In the Summer of 2019, we hosted three full-time design interns to further explore the concepts outlined in the Bus Stop Pilot Concept and our recent Public Realm Action Plan. The interns collaborated with our first Urban Art Fellow, Casey Fletcher.

The team worked closely with Chattanooga Area Regional Transportation Authority (ARTA) and other local stakeholders to consider how to improve the transit experience from the scale of the system to the bus stop bench.

Special thanks to our Urban Art Fellowship selection committee: Matthew Dutton, Cortney Geary, Josiah Golson, Jenny Park, and Charlie Newton



“If people can't move, if goods are delayed, and if information networks can't connect, then economic opportunity deteriorates and social inequity grows.”

Rosabeth Moss Kanter, author of *Move: Putting America's Infrastructure Back in the Lead*

City Institute

PARKING DAY 2019:

In 2019, The Studio organized Parking Day, which is a national event, held on the third Friday of September every year. The event is intended to highlight spaces that we allocate in cities solely for moving and storing private automobiles. Given the pending RiverCity Company Riverfront Planning process in 2020, we determined that the ideal place to host Parking Day would be Broad Street.

This location provided an opportunity to engage with merchants along Broad Street and to build a relationship that can help foster interaction prior to the planning process. We saw a record number of parklets in 2019, and introduced the "Golden Ticket" award for best design. Aaaaannnd this year's Golden Ticket Awards went to:

Most Creative - Hefferlin + Kronenberg Architects

Most Interactive - CDOT, RPA and CURB

Most Chattanooga - Holli Hutson and the Chattanooga Dancers

Best Use of Space - Studio MAYO Architects + Office Furniture Warehouse

In addition to the incredibly designed spaces, Lanewood Studios curated a fantastic photo booth engagement called "According to Hue".



City Institute

Film Friday

Screening:
Buffalo:
America's
Best Designed
City



Location:

Chattanooga Design Studio
850 Market Street

When:

Friday, February 15th
12-1pm

lunch will be provided

Film Friday

Screening:
The High
Cost of Free
Parking



Location:

Chattanooga Design Studio
850 Market Street

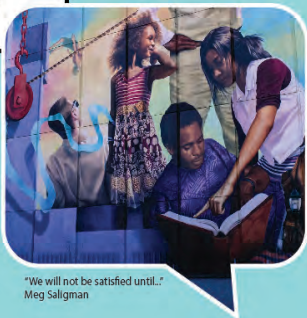
When:

Friday, March 15th
12-1pm

lunch will be provided

Film Friday

Screening:
America's
Boulevard



*"We will not be satisfied until..."
Meg Sallgman*

Location:

Chattanooga Design Studio
850 Market Street

When:

Friday, January 25th
12-1pm

Film Friday

Film Friday events allow for about 25 to 50 people to gather, view a film and have conversation facilitated by community members and partner organizations. The feedback that the Studio receives during these events is candid in nature and informative to the certain subject matter.

The 2019 film series included screening such films as : *The High Cost of Free Parking*, exploring the history and regulations of parking, followed by a facilitated discussion about parking in downtown Chattanooga. In recognition of Earth Day we screened a recording of Peter Calthorpe's TED Talk titled *7 Principles for Building Better Cities* about sustainable urban design practice. In recognition of Martin Luther King's Birthday and Black History Month, and to celebrate our MLK Boulevard we screened *America's Boulevard: A Mural on MLK*.

Film Friday attendees discuss the screening of *Hyphen-Nation*, a film that highlights stories from nine American citizens who describe their struggle to belong in a nation that both embraces and rejects them. The conversation that followed was facilitated by local grassroots organizer, facilitator, researcher Ashley Conrad.



City Institute

CIVIQ (ROBERT C TAYLOR SPEAKER SERIES):

The Studio began 2019 building upon success with the program: "CIVIQ, a quarterly speaker series honoring Robert Taylor". The series hosted four events in 2019 and our average attendance was approximately 120 people. Each guest facilitated a workshop in partnership with local organizations to help unpack early conversations surrounding urban design related work in the city. These workshops have helped local groups understand their work in Chattanooga by identifying strategies and guiding principles from national expertise.

"How do we make our streets and cities places where people want to get out of their cars and walk?" In February, Victor Dover of Dover, Kohl & Partners presented "The Art of Street Design", a comprehensive look at infrastructure design and livability within cities.

What more can we do as a community to protect and restore our natural water and landscape systems while connecting our neighborhoods to the urban core? In May Gena Wirth, Principal at SCAPE presented "Toward an Urban Ecology" and shared project based lessons about creating ecologically rich and culturally relevant landscapes from the infrastructural scale to the site specific neighborhood level.

How do we better engage and design with people in the 21st Century for vibrant public life? In September, Matthew Lister, Principal at GEHL Studio presented "Places for People", a discussion of how to improve public spaces and how public life can thrive when all people can enjoy being in public together, and is encouraged by quality spaces that foster social interaction.

How might we utilize creative engagement practices, architecture and equitable development principles, cross-disciplinary design thinking framework, and social and spatial justice to leverage the power of design to catalyze sustained social impact? In November, designer, urbanist, and social innovator, Liz Ogbu presented "Designing with Intention: How we might make spatial justice a reality". Her presentation addressed the need for changing traditional community engagement practices when working with impacted communities to leverage the power of design. She offered project based examples of social innovation at the local engagement scale. See more here - [LINK](#)

Victor Dover

Principal and Co-Founder
Dover, Kohl & Partners

**"The Art of Street
Design"**

February 28th



Gena Wirth

Design Principal at SCAPE.

**"Toward an
Urban Ecology"**

May 2nd



Matthew Lister

Director at Gehl in
New York

"Cities for People"

September 5th



Liz Ogbu

Designer, Urbanist, and
social innovator

**"Understanding
Spatial Justice"**

November 14th



City Institute

2019 internship program



Elisa Dogor

2020 will be Elisa's final year at SCAD in Savannah. You can either find her designing, building and creating in studio or goal-keeping on the soccer field while she works toward a Bachelor in Fine Arts degree in Architecture.



Alberto Arostegui

Alberto graduated in 2019 from the Savannah College of Art and Design with a Bachelor in Fine Arts degree in Architecture. Alberto has an affinity for nature and always tries to integrate it into everything that he does.



Stephanie Adams

Stephanie completed a BFA in Graphic Design from the University of Tennessee at Chattanooga. When Stephanie is not designing, you can most likely find her downtown trying new restaurants with her twin sister.



Andy Gil

Andy will complete her BFA degree in Graphic Design from the University of Tennessee at Chattanooga this May. When she isn't working on new collaborations, she enjoys baking and hiking with her dog, Chief.



Susan Santos

Susan is graduating in May 2020 from Academy of Art University in San Francisco with a Masters in Architecture. Susan loves connecting with people and observing how they experience spaces around them. In her free time she loves spending time with her husband and two kids and walking her dog.



Alexander Leffew

Alexander is currently studying General Engineering at Chattanooga State Community College. So happily, he interned at the Chattanooga Design Studio. Helped with Landscape Architecture, and The Porch: Public Realm Pilot Project. You can also spot Alexander throughout The Innovation District where he has been deeply involved since 2016.



Madison Zizmer

Madison graduated in 2019 from the University of Florida with a Bachelor of Science degree in public relations and a concentration in business. When Madison is not writing and creating, you can most likely find her outside in nature or running the Riverwalk through downtown.

City Institute

University Studios

The University of Tennessee College of Architecture and Design

In Fall 2019, the Chattanooga Design Studio co-hosted a University of Tennessee College of Architecture and Design studio with the Bessie Smith Cultural Center & Chattanooga African American Museum. Professor Kevin Stevens led the fourth-year class Architecture 471: Integrations Studio with fourteen students through an exploration of the Bessie Smith Hall Block. This fourth-year integration semester included a challenge on competence in sustainability in which Professor Stevens added cultural resilience.

The UTK studio students visited Chattanooga twice during the semester for two community reviews, and a final community exhibition, and open house reception and held at the Bessie Smith Cultural Center on December 2. The final review in December comprised several community members and local architects including: Representative Yusuf Hakeem, Elijah Cameron, Maurice Lewis, Dr. Jeff Rector; Tom Bartoo of Method Architecture; Matt Brown of Franklin Architects; Justin Dumsday of RiverStreet Architects; Jim Williamson of RiverCity Company; Eldred Fletcher of MAR-7 Architecture; S. Reginald Ruff, III of SRR + Associates, PC; and Matt Busby of CampHouse.

The 471 studio included the following students (as teamed): Rachel Albee and Aubrey Bader; Georgia Morris and Rachel Parks; Tyler Forsberg and Austin Gawrys; Donegan Drew and JoHanna Heidenescher; Zachary Cessna and Renee Adams; Kaela Roberts and Michael Travis, and Schuyler Daniel and Cameron Davis (*Schuyler and Cameron were 1st Place winners of Brewer Ingram Fuller Sustainable Design Awards Competition and the AIA Middle Tennessee Design Awards*)



City Institute

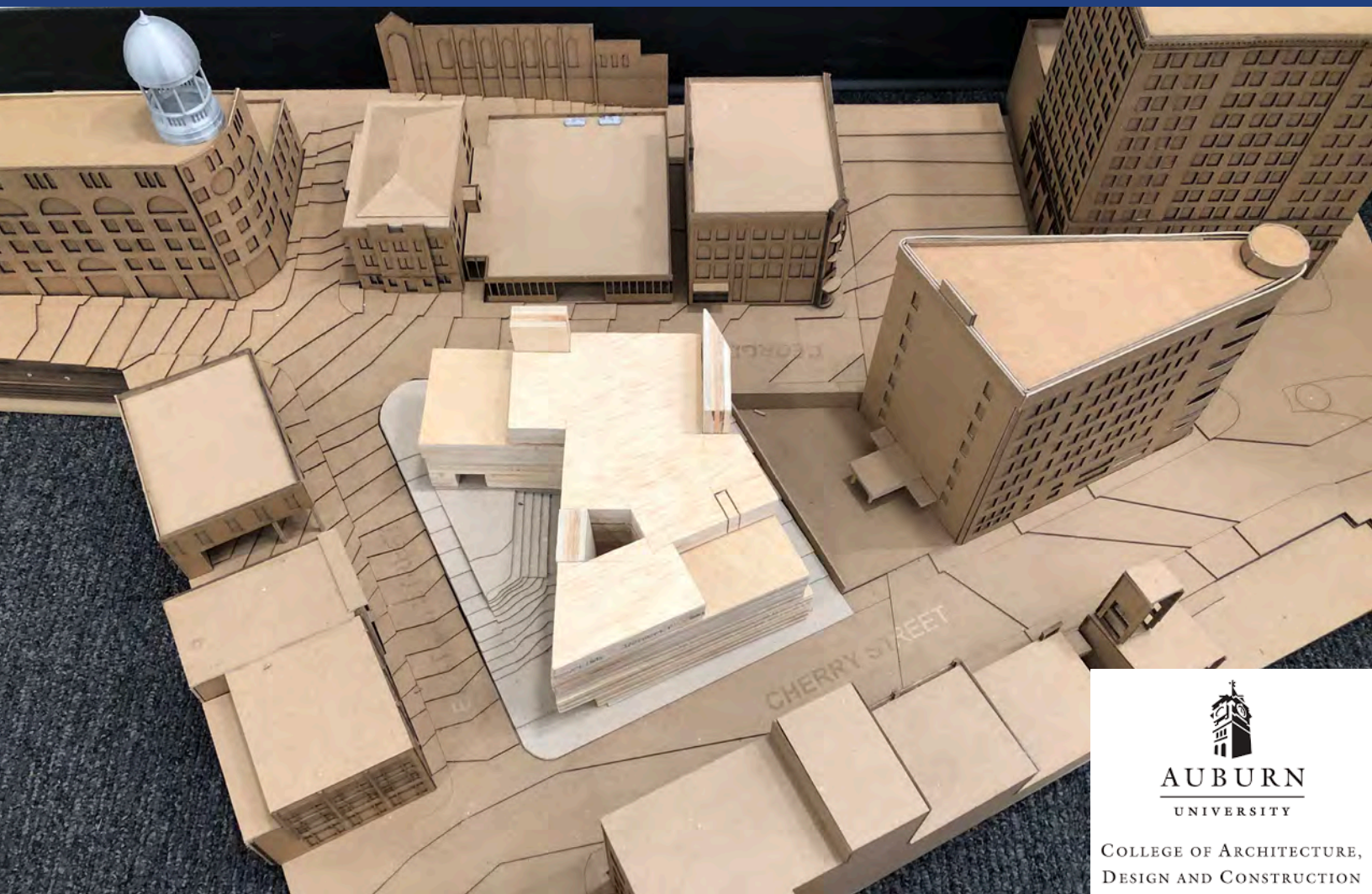
University Studios

Auburn University

School of Architecture, Planning, and Landscape Architecture

In Fall 2019, the Chattanooga Design Studio hosted a fourth-year Auburn University urban architecture studio with its project study area in Chattanooga. Professor David Hinson, FAIA, led the fourth-year class for School of Architecture, Planning, and Landscape Architecture. Four full studios were led by professors David Hinson, Mark Blumberg, Zhan Chen, and Jennifer Pindyck. The Auburn faculty team worked closely with Eric to identify a site, and students were tasked with a challenging site and program, as well as the opportunity to study the role of school facilities in urban revitalization. A total of 69 students designed solutions for a K-5 STEAM school on an urban infill site between Georgia Avenue and Cherry Street. This lot is currently used as surface parking which is underutilized within a thriving city center. This competition's program challenged students to design a facility of approximately 50,000 square feet, which resulted in designs solutions of between 4 and 5 stories.

A Final Jury was held in Auburn for the 58th Annual Spire Design Competition: The work was juried by architects Barbara Crum – Perkins+Will Architects, Atlanta, GA; Brantley Highfill – Gensler, Houston, TX; Brad Burns – Gensler, Charlotte, SC; Eric Myers; along with Jim Williamson – River City Company of and Auburn alumni Thomas Palmer and Craig Peavy of Chattanooga. The jury awarded First Place to Madeline Ray, followed by Tate Lauderdale with Second Place, and a Third Place award for Anthony Spafford. Dylan Braziel and Kaleigh Smith received Honorable Mention.



COLLEGE OF ARCHITECTURE,
DESIGN AND CONSTRUCTION

budget + finance summary

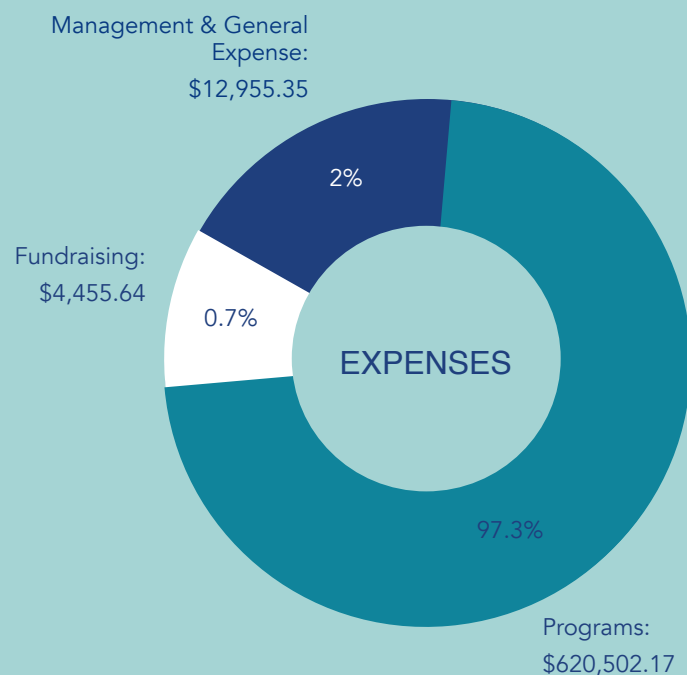
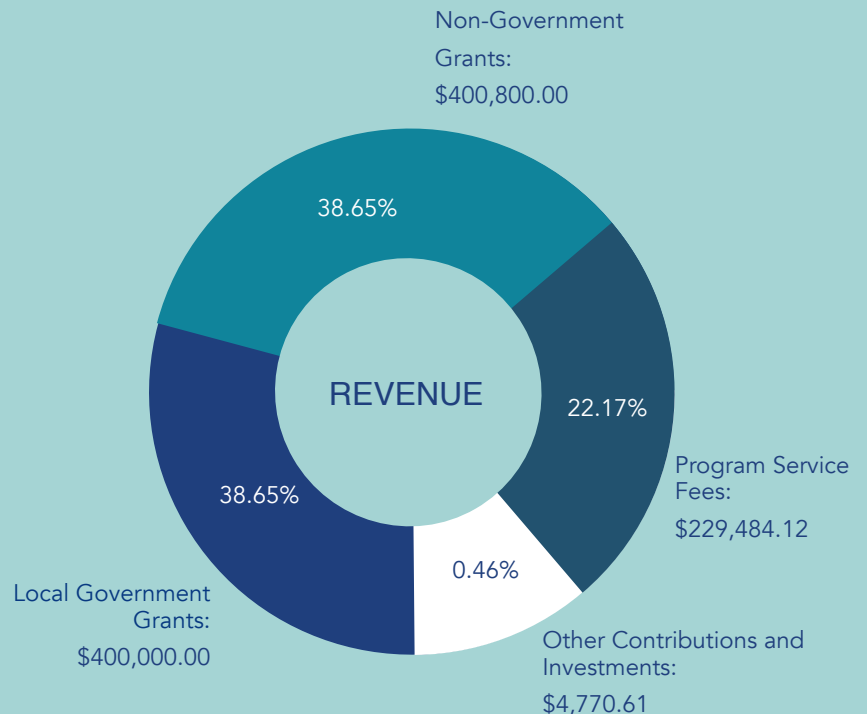
Financial Highlights

The organization closed 2019 with the completion of its first financial audit that covered operations during fiscal year 2018. Mauldin & Jenkins, LLC, completed the favorable audit and report which was presented to the Board of Directors in-person by Christian Bennett, on August 9, 2019. The Audit identified significant issues with internal control of the organizations finances. In response to the identified risks, the Board of Directors approved and amended the Financial Policy and procedures at the November Board meeting, which amongst several changes requires board oversight of check draft and creation. The 2018 audit report is included within. The following are the primary financial highlights from 2019:

- ended the year with almost \$150K in cash that is available to help with unrestricted costs in 2020;
- the Innovation District Pilot Project series of grants "adjusted" the 2019 budget in quarter four to reflect the \$366K financial.
- 2020 budgeting identified a deficit created by an obligation to spend \$238,400 of the \$366K in 2020.

Additional financial information is available upon request.

- 2019 Budget Revenues: \$456,400.00
- 2019 Actual Revenues: \$1,035,054.73
- 2019 Budget Expenditures: \$436,925.00
- 2019 Actual Expenditures: \$637,913.15
- Cash on Hand at Year End: \$248,899.79
- Restricted Net Assets (12-31-2019): \$11,026.20



and..... PLACEMAKING WEEK



PPS - 3rd International Placemaking Week

In October, the 3rd International Placemaking Week presented by Project for Public Spaces and the Enterprise Center was held in Chattanooga. The Chattanooga Design Studio participated throughout the year in the work of the local host committee. In addition, our director, Eric gave a plenary address to open local panel discussion with Ann Coulter, Edna Varner, and John Edwards. He also participated in a local mobile workshop called Stir it Up led by Laneshia Lake, and Erika Roberts which was held at Glass House Collective.

